

Application No. 09/921,107
Amendment dated January 26, 2006
Reply to Office Action of July 26, 2005

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

Claims 1-6 (cancelled).

7. (currently amended) A system for controlling access to digital media content by a viewer, the system comprising:
 - a database for storing main accounts and sub-accounts required to access the digital media content, at least one of said main accounts being linked to at least one of said sub-accounts; and
 - a computer processor programmed to selectively restrict access to the digital media content by said main accounts and said sub-accounts, said computer processor being programmed to permit at least one of said main accounts to control access to the digital media content available to said main account and one or more sub-accounts associated with said main account, the controlled access to the digital media content of said one or more associated sub-accounts not being limited to a subset of the controlled access to the digital media content of said main account~~selectively restricting access to the digital media content by at least one of said sub-accounts linked to said at least one of said main accounts.~~
8. (original) The system of claim 7, wherein said processor restricts access to the digital media content according to selected spending limits.
9. (original) The system of claim 7, wherein said processor restricts access to the digital media content according to a type of content.
10. (original) The system of claim 7, wherein said processor restricts access to the digital media content in accordance with a rating system.
11. (original) The system of claim 7, wherein said processor restricts access to the

Application No. 09/921,107
Amendment dated January 26, 2006
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digital media content according to viewing times.

12. (currently amended) The system of claim 7, wherein said processor is programmed to permit an account holder of one of the main accounts to selectively restrict access to the sub-accounts linked to the main account.
13. (currently amended) The system of claim 7, wherein said processor is adapted to generate a report of the spending habits of the users ~~viewers~~ using the accounts.
14. (currently amended) The system of claim 7, wherein said processor is adapted to generate a report of the viewing habits of the users ~~viewers~~ using the accounts.
15. (currently amended) A system for managing accounts and organizing account holders into members of groups for targeted marketing, the system comprising:
 - a database for storing a plurality of accounts used for accessing digital media content; and
 - a computer processor programmed to place each of the account holders as members of into a group of account holders sharing at least one characteristic, said characteristic including the interaction of a plurality of account holders with the digital media content, said members of said group being determined by use of the digital media content by one or more members of said group, said characteristic used to determine the content to deliver to said members of the group of account holders.
16. (original) The system of claim 15, wherein said database stores a plurality of sub-accounts linked with the accounts, each of said sub-accounts having a sub-account holder associated therewith.
17. (original) The system of claim 15, wherein the characteristic includes information obtained from viewing habits of the account holders.
18. (original) The system of claim 15, wherein the characteristic includes information obtained from demographics of the account holders.
19. (currently amended) A computer-implemented method for creating an account for an account holder to view digital media content, the method comprising the

Application No. 09/921,107
Amendment dated January 26, 2006
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steps of:

- creating a record for a primary account to permit the account holder to view the digital media content;
- obtaining information about the account holder;
- creating a sub-account linked to the primary account to permit a sub-account holder to view digital media content;
- selecting a form of payment;
- imposing restrictions to access the digital media content to at least one of the primary account and the sub-account;
- providing an option for the primary account to control access to the digital media content available to the primary account and the sub-account linked to the primary account, the controlled access to the digital media content available to the linked sub-account not being limited to a subset of the controlled access to the digital media content of the primary account, the primary accounts selectively restricting access to the digital media content by the sub-account linked to the primary account; and
- assigning an identifier to the primary account and the sub-account.

20. (original) The method of claim 19, wherein said step of imposing restrictions includes the sub-step of imposing restrictions selectively among the primary account and the sub-account.
21. (previously presented) The method of claim 19, wherein said step of imposing restrictions on the sub-account is performed by the account holder of the primary account.
22. (original) The method of claim 19, further comprising the step of obtaining information about the sub-account holder.
23. (original) The method of claim 19, wherein said step of imposing restrictions includes restricting the amount an account holder can spend.
24. (original) The method of claim 19, wherein said step of imposing restrictions

Application No. 09/921,107
Amendment dated January 26, 2006
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includes restricting the type of content accessible to an account holder.

25. (original) The method of claim 19, wherein said step of imposing restrictions includes restricting the viewing times during which an account holder can view content.
26. (original) The method of claim 19, wherein said step of imposing restrictions includes restricting the content accessible to an account holder based on a rating of the content.
27. (original) The method of claim 19, further comprising the step of generating a report of account activity.

Claims 28-31 (cancelled).

32. (new) The system of claim 8, wherein said spending limit is imposed on a time-based value.
33. (new) The system of claim 9, wherein the type of content is based on a genre of at least one of video and audio media.
34. (new) The system of claim 7, wherein the digital media content is offered through a subscription service, one of said account holders being a subscriber to said subscription service.
35. (new) The system of claim 34, wherein said subscriber is a commercial entity.
36. (new) The system of claim 7, wherein said computer processor is programmed to permit said one or more associated sub-accounts to have greater access to the digital media content than the main account with which said one or more sub-accounts is associated with.
37. (new) The method of claim 19, wherein the step of providing an option includes imposing greater further restrictions on access to the digital media content available to the primary account than the sub-account linked to the primary account.